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Sports Fractal Theorist  
"Oakland Raiders" Issue #1





# ***SPORTS FRACTAL THEORIST: PSYCHOLOGICAL TEAM STUDIES***

***“Case Study: Oakland Raiders”***

***Newsletter Issue 1***

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## ***Introduction to the Theory:***

### **A little about the Editor:**

Can the collective social mood of a sports organization be observed and monitored with mathematical quantifications viable to applications of The Elliot Wave Principle? This initial research study is presented due to interest on such matters as it applies to the social mood fractal in regards to sports organizations. Having been a sports gambler for over 20 active years and having great success in handicapping mostly based on betting psychological trends, I sensed subconsciously a trend within myself which needed to disregard traditional handicapping methods involving player personnel and player match ups in order to achieve success. This was many years before discovering the Human Social Mood Fractal and Elliot Wave back in 1999. Only when handicapping according to psychology did I find success and wins during my initial endeavors. When basing my decisions on player personnel and exogenous factors outside of inherent psychology, the results were mediocre at best. In my gambling and speculative fancies, I did achieve some success, including the winning of a national tournament sponsored by Marc Lawrence, which achieved me a 17-3 record against the betting

spread. This earned me an eight-day paid trip to Las Vegas after having finished first out of 1100 people. The following year I nearly finished 2<sup>nd</sup> in a contest sponsored by Jim Feist and lost out on a first place finish by two championship games, both of which I picked incorrectly. My study of these teams no doubt, has now moved into a more speculative realm involving science, no doubt with all eyes set to prove/disprove a human social mood fractal is out there for the scientific community to find.

What compels me to first choose the Oakland Raiders in this case study is the sense of a psychological progression I'd realized through various curious ruminations of sports teams. The basis of my data points chosen for this study involve two applied progressions as charted. The first is the cumulative production within the context of yearly performance (similar to tracking the Dow Jones yearly) and also the week to week progressions determined by shorter-term team mood (similar to weekly charts to track the Dow Jones). These data points are reflected in the charts. These particular types of study no doubt are very labor intensive and require an extensive time frame of which to conduct observations and analysis. Thus, this initial presentation is to be an orientation to the potentials I see in applying such a science to sports. I do sense that from a minute (weekly) perspective, the Wave progression is even more visible as I do believe the prevailing mood structure can be found. Thus, the current data points presented in this study are data points reflecting a yearly and weekly summation of mood productivity in the context of a initial study.

## Sports Teams

These ongoing studies will reflect an ongoing reflection upon the cumulative productive human effect of team performance plotted with mathematical algorithms as reflected by sports teams, which are ultimately the final productivity of the organization having reflected

cumulative results of mood behind the guiding of innumerable inherent decisions. In this research I observe and study how these performances reflect the ebb and flow of a common social mood according to variations in Elliot Wave Theory as it applies to professional sports organizations.

Further studies could also reveal an underlying trend of social mood evidenced for example in key players on sports teams, both in regular season games, and also separately reflected in post-season performance to uncover a fear cycle, or confidence cycle of trend. No doubt, any such research could be expanded upon with further adjustments.

In summary, I've based these studies as charted for Elliot Wave research based off the net cumulative result of wins and losses, which for a sports organization is the cumulative productivity as reflected ultimately from mood.

## **HUMAN SOCIAL MOOD FRACTAL – SPORTS TEAMS – CAN IT BE?**

In the case study presented in this research paper, I present a brief study of the Oakland Raiders. This organization/team clearly has exhibited various confirmations of mood and performance in correlation to the Wave Principle. This team has recently endured a very strong Wave III collapse of declining mood with various polarizations occurring internally, even involving a Cheerleader Lawsuit (June 2014). During this most recent phase of progression, I've found that new management, new coaching, and the failed efforts of payroll spending have failed to hinder the declining social mood, just as such changes failed to hinder the prevailing positive mood earlier in the team's existence. Having progressed from the most winning team of the 1970's during their Wave III ascent, they are now the most losing team during their Wave III decline. I have



seen them transition from reaching yearly record attendance during Wave V, to pushing into new record yearly low attendance in the current decline. I've also observed this organization in the Wave V Top seek out larger seating on the confidence motive, even relocating the team to Los Angeles for more seating, and transitioning into the current declining mood trend where they are seeking a new stadium, the smallest current venue in the modern NFL era (a measly 50,000 seats). This alone reflects and confirms the power behind a pessimistic social mood, which I do believe can be traced and found as a Human Social Mood Fractal within the data points. I've observed payrolls in a panic spike as the social mood deteriorated in Wave III, only to collapse again into self-survival and conservative spending and self-preservation as a result. As revenues rose, 50% over a ten year period, I observed an increase of 100% in spending as Wave III destroyed success. Internal team spending is not unlike the Federal Reserve ramping up its spending to thwart a Wave III decline in the general economy. Not even spending could reverse the trend of such a strong trend underlying the advance of a prevailing negative mood.

I've observed that any change of coaches and personnel have no effect on the prevailing trend of mood especially in the longer-term context. This unconventional theory certainly contrasts with prevailing theory that personnel dictates final result for sports teams, and that choice selection of successful coaches and managers do as well. This would help to explain why the NFL Draft does not ensure team success, as it is well known that teams with top draft picks continue to fail and player and coaching changes end in disappointment.

It is also worth noting that at each varying degree of mood trend, the winning or losing intensified in such ways as such is to be expected in the Fractal, and this also occurred in conjunction despite the changing of coaches and players. In the case of the Raiders, during the manic phase, the coaches were rotated in and out (7 new ones in 11 years) in a panic which denotes extreme confusion, impatience and polarization, as the prevailing mood can not be reversed no matter who is put in charge or what great talent is thrown on the field to wear a uniform. In studying the sports fractal,

it would be expected to see various exogenous events in the public eye to be viewed as the causative action to an upswing or decline, instead of being aware of the hidden *endogenous mood* which prevails and grants unexpected success or failures in the known or unknown players, coaches, owners and the like, all of which are involved in the same psychological progression. Applying the science, in my opinion, is the only way to explain *why the conventional sports wisdom of the experts fails so terribly*, especially with the experts long history of failing to explain why the latest draft pick, or trade of players ends in a busted trade of hope. Surely according to the science, it is the underlying endogenous mood that dictates team performance, and not a series of exogenous events. If this were not true, then there would be a lack of Top Draft Pick busts, and teams could pick and choose how they will win simply by selecting top talent. Such a magic surely does not exist.

In the closing mention of The N.Y. GIANTS, I've presented 82+ years of data to draw my very earliest opinion upon. Over the spanning decades of any sports team, many events will have occurred and will need to be plotted according to its particular wave location on the chart. Such events will vary from title wins, to coaching changes, personnel changes, general manager changes, and team relocations, all of which come in the context of a particular psychology, ebbing either in a positive or negative direction.

After engaging in these studies, it is reasonable to expect title wins to occur as a result of a prevailing positive wave, and that such occurrence can and do occur at wave completions. This should be of no surprise since the prevailing positive mood trend certainly will deliver the ultimate desired end goal result: To Win The Championship. While conventional wisdom teaches that having the best players, coaching, ownership and fan support determines success or failure, ultimately it will be the prevailing mood that is the 12<sup>th</sup> man on the field.

In the case of the N.Y. Giants, we have the creation of the team in 1925. In figure 7 you'll see the performance based results charted since the founding of the team. A bottom certainly was found after a .618 retracement from the Cycle Top High.



# **EXPECTED PSYCHOLOGY THEORY OF WAVE CHARACTERISTICS REFLECTED IN MEASUREMENTS OF SPORTS TEAM MOOD**

## **Bullish/Positive Mood Trend Expectations:**

Wave 1: Change of mood reflects change in organizational decisions involving new coaches, management, player personnel. Perhaps new uniforms. (reflected before positive trend reversals kicked in with Patriots, Jets, Denver Bronco's, Oakland Raiders...)

Wave 2: Belief and hope from Wave 1, gives pause to reflect as a slight and short retracement of mood as *internal motives know* 'more must be done.'

Wave 3: Optimism resumes as improvements reach new highs reflected in organizational team performance. Cumulative seasonal wins now supersede Wave 1 gains, as previous polarizations dissipate, fans return as is shown in rising attendance, media belief, praise of coaches, management, personnel, merchandising sales rising...performance continues to improve, perhaps even playoff performances being achieved, and championships being won and lost to reflect and confirm success during the Wave 3 "Point of Recognition" phase. Unexpected positive events manifest from the rising social mood trend, as players from other teams seek to join, coaches willing to join, general managers and fans manifest in an orgy of belonging to the trend. Media recognition is self-reflexive to the organization. Confidence begins to ascend with wins gained, as

the greatest cumulative wins are accumulated during this wave, relative to all other waves. Change of personnel, management or coaching does not hinder trend, as rising mood dictates the result.

Wave 4: Fears are short-lived, perhaps resulting from personnel or coaching changes, injuries or departures of key players sought out in the market. New talent arrives, just in time for the final thrust of Wave 5 as dictated by the prevailing positive mood trend. As goes the saying in the stock market, "The Tide Lifts All Boats," so too does the mood lift all boats, even the new talent having arrived.

Wave 5: Extreme over-confidence, orgy of fan and media enthusiasm as the team becomes the 'most loved' in the league with euphoric attendance, everyone rooting for them, a bandwagon frenzy. Overconfidence evidenced in player personnel, management decisions, team relocations, enthusiasm and desire for larger stadiums for more seating. Cumulative wins begin to wane and do not exceed productivity experienced in Wave III as fans and organization experience the change subconsciously. Topping pattern commences with performance waning it's very last thrust of energy.

## **General Bearish/Negative Mood Trend Expectations:**

Wave 1: Within the organization there is a sense that something is wrong, a pervasive sense also of change as team performance reflected in the win/loss column declines. As the trend begins to establish, team underperformance is blamed on exogenous events such as player resignations, management resignations, declining mood, media starts to question the team, fans abandon the bandwagon, a turn manifests through the league wanting 'new' blood...performance continues to wane, as

Wave 2: Blame resigns to coaches having left or resigned, players are too old. It is time for 'new blood,' changes, confidence



settles in as modest improvement holds steady above the initial lows of Wave 1.

Wave 3: Point of Recognition Phase: Severe changes must be made to coaching staff, management, down-trend is clearly in sight and everyone is to blame, including the fans, polarization between fans and team organization as is reflected in declining attendance and a belligerent media. Polarization within the organization too, and players versus coaches, coaches versus management. Polarization is also reflected in other player personnel who want to avoid playing 'on that team.' Salary spikes reflect desperation to stop the decline and reverse the mood, but efforts ultimately fail as mood surpasses talent and management, and all efforts "to buy our way out," ultimately end in misery and financial ruin. All hopes are dashed with top talent player trades into the organization, top draft picks and other efforts to thwart pessimism.

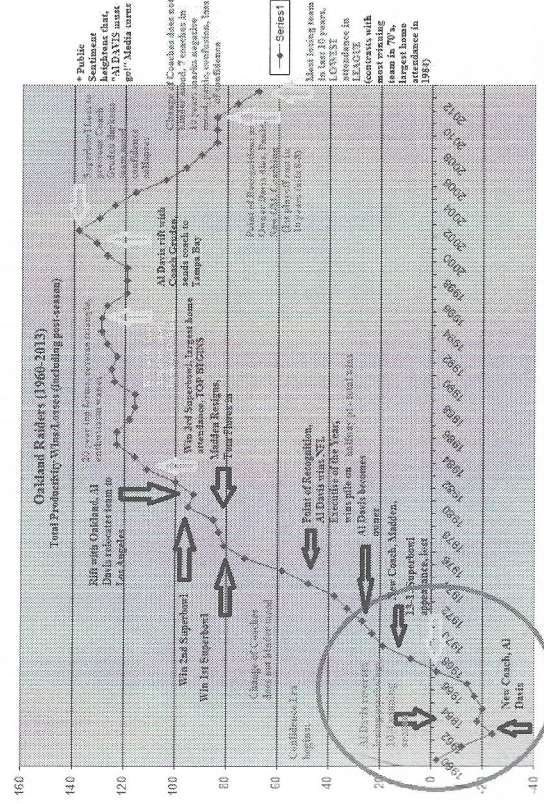
Wave 4: Changes made show modest improvement, slight hope returns, this has to be the bottom, it can't get any worse. We've changed everything already so many times, it has to end! Improvement fools everyone as prevailing mood dictates another negative 'surprise' and the most recent gains collapse back to the lows previously escaped. The prevailing negative mood is just too strong to stop.

Wave 5: All efforts fail, attendance is minimal, and the very existence of the organization itself is called into question, leaving no hope for a turnaround in media, fans, and ultimate capitulation actions occur as management is forced out, coaches are released, personnel dumped, ownership changes, setting the stage for a new trend in Wave 1.

In my case study, I will present a mathematical depiction of the Oakland Raiders from 1960-2014.

# CASE IN STUDY: OAKLAND RAIDERS

Chart 1  
Oakland Raiders Yearly Win/Loss Performance 1960-2013



Is the pattern and progression of mood really there?

In 1959 the "OAKLAND RAIDERS" organization was officially formed and struggled to find a home. Under the Raiders first three head coaches since entering the AFL, the team's combined three-year performance was a disappointing 9-33 record.

The Bullish Positive Mood Era: 1963-1983

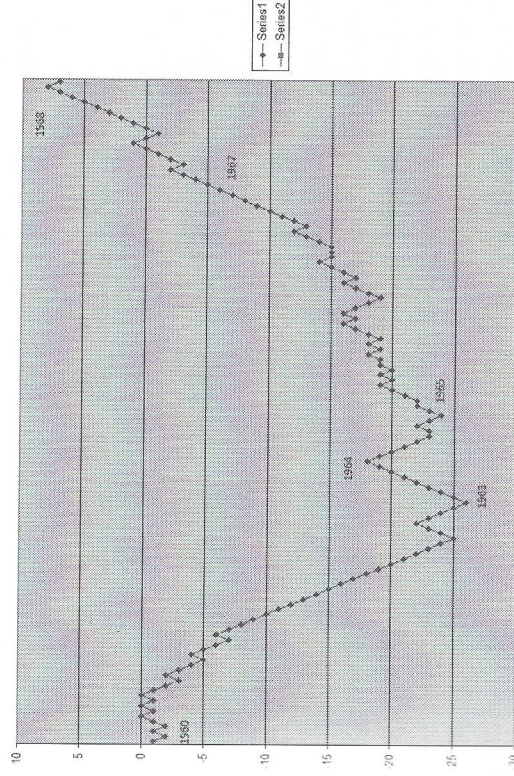


### WAVE I BEGINS (1963):

After compiling a cumulative record of 9-33 from 1960-1962, the beginning of positive social mood trend launches in 1963 as depicted in Figure 2, with the team showing a sharp reversal in performance. In 1963 Al Davis was hired as head coach and general manager of Raiders. Davis changes team colors to silver and black, *as the change in uniforms reflect the new change in mood*. Raiders finish season with 10-4 record with their first winning season in club history as social mood reverses to positive.

### WAVE II (1964-1966):

In 1964, team social mood retraces as reflected in team performance with a seasonal record of 5-7-2 posted in Wave II, but rebounds to 8-5-1 in 1965. The *internal* change in mood is reflected with the establishment of team slogans, "Pride and Poise," and "Commitment to Excellence," as *internal* confidence rebuilds during the 1965 congestion. Rift with new coach Rauch causes his resignation, but won't hinder what lies ahead in the historical Wave III advance, in what proves to be one of the most historical advances in sports history. To note: In 1966, the Raiders open their season to 54,000 fans in their Coliseum, which will climax later in Wave V (1984) with record attendance of over 94,000 fans. The earliest stage of Wave III is launched in the chart below.



**Figure 2**

*Oakland Raiders 1960-1968 (win/loss production)*

*Grand Super Cycle Bottom*

### WAVE III (1967-1978):

In 1967 the Raiders finish their season with a 13-1 record, best in AFL history, but fail in Superbowl II to win. Mood improves breaching previous high as Wave III ensues. During this incredible Wave III advance, the Raiders become the most winning team in professional sports. 1978 marks their 14<sup>th</sup> consecutive winning season (characteristic at the end of Wave III, contrasts with 11 consecutive losing seasons denoted in Wave III, bear market.) Wave IV completes and culminates into Wave V in 1980, after Raiders accumulate a net gain of approximately 120 wins since the Bull Market began, the strongest wave dynamic typical following expected Wave III psychology. Very few coaching changes result as confidence and mood is high, 4 coaches in 24 years, 1 every 6 years.

### WAVE IV (1978-1979):

Coach Madden retires from coaching the team after 12 years – new coach is named. Several players also retire, many of them key players. Raiders close season in 1979 with season ticket sales at an all-time high of 51,825. Raiders run Monday Night record to 13-1-1.



A slight retracement launched the wave which heightens with 3 Superbowl victories.

#### **WAVE V (1980-1984):**

Coaching changes had no effect on performance as the mood was trending positive and clearly in an uptrend, 4 coaching changes during entire uptrend as the team accumulates a net productivity of approximately 125 wins. Raiders win Superbowl in 1981 against Philadelphia Eagles as new coach and quarterbacks and personnel fail to hinder the prevailing mood trend upward. Raiders extend Monday Night Football record to 22-2-1 upon concluding the 1983/1984 season, an accomplishment which marks the top of the move in Wave V. From this period forward, the Raiders will achieve a MNF record of 14-20 into the 2013 season. As the super cycle wave begins to wax, overconfidence is reflected with a belligerent 'do as I want' team move to Los Angeles, as the team seeks a larger stadium and seating. During this final phase of euphoria, an era of team psychology 'us versus them' lawsuits emerge against the NFL. During the final burst of Wave V the team accumulates a net of approximately 25-30 wins, much less than Wave III, which is to be expected. Even despite the retiring of players and the addition of new unproven talent, and the loss of coaches and managers, the team amasses 2 Superbowl victories (Superbowl XV and XVIII) as the prevailing mood underlying the progress delivers a well expected result of victory. Since the final top of Wave V in 1984, the Raiders have yet to achieve more than one superbowl appearance and have yet to win another championship.

#### **Upon the completion of Wave V:**

Reflections of overconfidence were reflected in team relocation to Los Angeles, against the will and approval of the NFL. Topping pattern clearly begins after the Superbowl XVIII win, as the previous over-confidence begins to settle in and performance congests and trends sideways, no longer up-trending. In 1984, Raiders set all time club single ticket sales record at 92,469 tickets sold. At the height of the uptrend in 1984, the Raiders also boast an outstanding Monday Night Football record at 22-2.

## **The Grand Top, Reverse Triangle, 1984-2002**

Upon the victory achieved in the 1984 Super bowl what follows for the organization is the beginning of the falling transition into negative mood. What we can observe is a long period of slow building social unrest and a slow deterioration of what was once a prevailing positive social mood trend. During this *reverse triangular top* the organization rotates through 6 head coaches from 1987-2002, which equates to 1 new coach every 2.5 years. This degree of change contrasts against the advance of 1963-1987, which produced 4 head coaches, equating to 1 new coach every 6 years. During the eventual collapse from 2002-2013, the team would have 7 different coaches in 11 years, equating to roughly 1 new coach every 1.57 years (during the height of Wave III). These numbers do reflect a greater sense of how events resulted from prevailing internal mood transforming over these time periods, also correlating to productive performance waxing and waning in the provided charts. Over the time span 1984-2002, net gains are a measly 17 net wins over an 18 year period, which contrasts with approximately 148 net wins from 1963-1984 and also exhibits the team's worst performance up to this point over the same approximate time span (21 years) since the positive mood trend reversed to positive in early 1963.

## **CAUGHT IN THE REVERSE TRIANGLE MOOD NEGATIVE MOOD**

After an euphoric burst of confidence in 1984 in which the Raiders accumulated three Super Bowls in 7 years, and after having forced their way against the NFL's will into Los Angeles, exhibiting a



belligerent act of self-confidence, the strength once seen off the strong mood begins to wane into the first hints of negative social mood as the advance wanes into a consolidation meeting resistance. The stage is set for waning strength, as is reflected in the chart in the earliest stages of the reverse triangle formation. Internal controversies leak out to the media as mediocre performance begins to set in. For example, during this stage, star running back and MVP of the Superbowl, Marcus Allen, is benched and various coaches are changed due to internal discontent, and performance results fail to deliver. And then within this slight bearish retracement there culminates a spirit of *exogenous* blame towards Los Angeles for the underperformance as vacancy in stadium seats has manifested, and public rumors are confirmed about another relocation back to Oakland. This expression of wanting to move back to Oakland is a tip off that the negative internal mood wants to revisit happy times again as it is aware that the previous accomplishments during the great rise need to be revisited in a voice of, "we miss the old times of winning, and support, let's go back to what got us here..." A futile attempt because the mood is what had delivered those successful results.

## REVERSE TRIANGLE BAD MOOD - MARCUS ALLEN CONTROVERSY

Internal social mood wanes from positive to negative, as star MVP running back Marcus Allen is referred to by owner Al Davis as a "cancer to the team." Allen on a Monday Night broadcast in 1992 states that Davis, "told me he was going to get me." The first internal polarizations begin to manifest during the waning of the mood as signs of **Authoritarianism** appear with blame against ruling owner Al Davis. Eventually Allen is allowed to leave Los Angeles and is released to rival Kansas City. Further tensions with new coach Mike Shanahan unfold, as the positive uptrend in mood wanes and rolls against strong negative resistance. Coach Shanahan is fired for questioning and bucking horns with Al Davis over control of the team. During 1986-1989, the Raiders fail to post a winning season,

and there is an *internal sense* that **SOMETHING** is wrong as mood trends into falling transition wave of negative mood as indicated by public support in Los Angeles which wanes just 5 years after posting record attendance, and black-outs on television ensue. In no time, the Raiders point the blame at *exogenous factors* and meditate a potential move back to Oakland to *rekindle the old feeling*.

During the top formation further negative mood trends produce more rifts from within the organization as the Raiders begin their relocation back to Oakland, trying to get back to those winning ways that once brought them to Los Angeles. It is easy to presume that on an unconscious level, the organization itself realized the uptrend had halted. But even the physical relocation was not the driving force behind the success, instead it was the positive social mood trending back to 1963 that culminated in the success leading into the 1984 top. I strongly feel that in their hopes to move back to Oakland would solve the problems of winning, the eventual move back to Oakland and that this suggested they were trying to grasp for what was lost psychologically, as is typical in a Wave B after the Wave V advance, a wave that is certain to trick and fool all participants. The same psychology would also play out later in Wave III down, with the rehiring of a previous head coach, Art Shell (2006), which ended with miserable 2-14 season and his firing after just one season

## YOU'VE LOST THAT WINNING FEELING

1989-1994: As the team struggled to find its winning ways lost after the old positive mood trend terminated in 1984, negotiations began between Raiders and Oakland in 1989. In 1991, Davis announced a decision to move back to Oakland. In typical confusion of reverse triangle psychology in September 1991, Davis announces a new deal to stay in Los Angeles. Exogenous sentiment outside expresses itself as many fans in Oakland burn Raider paraphernalia in disgust. After the 1989 season, Coach Shanahan is fired as negative mood finds another *internal* enemy, another *internal foe* such as was found in MVP Marcus Allen. 1989: Coach Shanahan is fired after rift with Al



Davis and new coach Art Shell is hired. During this reverse triangular top formation these events would be some of many to unfold from the *shift to negative mood* and **Authoritarianism** manifesting within the organization, which showcases the *internal* lines of negative resistance mounting from the birth of a negative social mood.

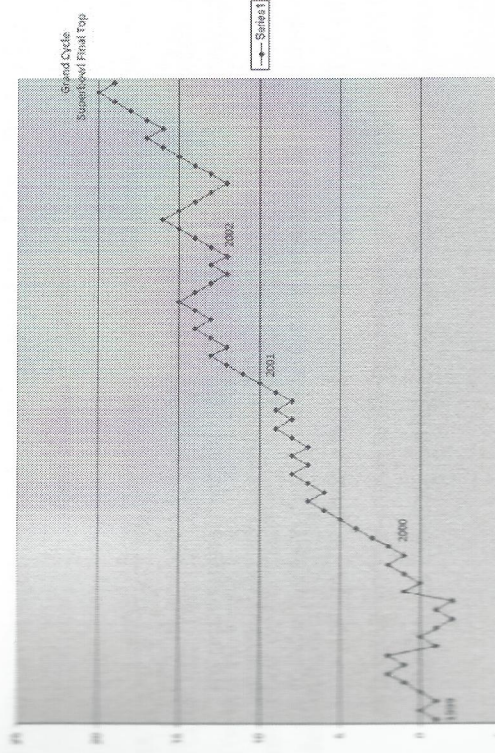
## RELOCATION B-WAVE DYNAMICS (REVERSE TRIANGLE PSYCHOLOGY)

In 1995 the Raiders finalize their move back to Oakland. Full of hope and expectation, Board President George Vukasin states the Raiders will enjoy “sellouts” for decades to come. This statement alone showcases the *internal hope* and *expectation*. What follows will be anything but what the organization hopes to achieve even in the next decade. In less than ten years, the utter destruction of those expectations would manifest as reflected in Figure 1. Quite to the contrary of those B-Wave hopes and expectations, in 2013, with the Raiders having endured the most destructive course of mood as defined by a Wave III decline, the organization itself would petition the league for a new stadium, albeit the smallest known proposal at 50,000 seats, nearly half of what they achieved at the Wave V top in 1984. (source:

<http://profootballtalk.nbcsports.com/2013/07/15/report-raiders-would-kick-in-300-million-for-50000-seat-stadium/>) In 2013, this would come on the heels of the Raiders ranking last in league stadium attendance (avg. 50,444/game) and planning a stadium would *ironically* provide seats below their average attendance! Clearly the destruction of Wave III down has erased the exuberant expectations to fill seats as noted in Wave V and the eventual reverse triangular top that followed.

## LAST GASP – FINAL WAVE IN REVERSE TRIANGULAR PSYCHOLOGY

The last waves of the triangular formation came during the John Gruden coaching era in late 1999 to 2002. Even this final rising trend came to its end with an internal rift between Gruden and Al Davis the owner, which sent Gruden to the Tampa Buccaneers before their *ironic* meeting the following year in Superbowl XXXVII. This final burst of rising mood occurred in the bearish pattern of the reverse triangle and extended just another year after the departure of Gruden to cap the final top. At the final top in Superbowl XXXII, the Raiders collectively had finally caved in to the completion of B-Wave psychology when they confronted their previous coach and met disastrous results. Following the game, Raider accusations hit media outlets blaming the previous coach for having known all their *internal* secrets and playbook tricks, strengths and weaknesses. Regardless of opinions and extrapolations, clearly the *negative internal mood* which sent Gruden to Tampa had finally manifested itself and the final straw that broke the camel’s back (*years of negative mood*) sent the organization into a historic and exciting tailspin.



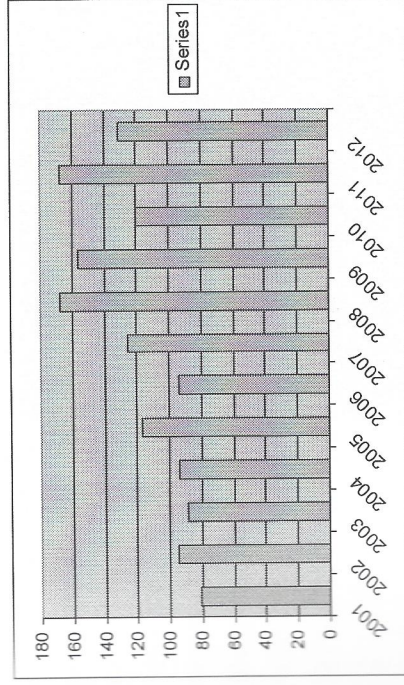
**Figure 3**  
Oakland Raiders 1999-2003 (win/loss production)  
Grand Super Cycle Top  
The final gasp of Primary Wave



## The GREAT COLLAPSE: 2003 – (current)

In the Oakland Raiders we can find one of the most interesting collapses in all of sports history. There is widespread pessimism, internal polarization and relentless controversies on scales very rarely ever seen. The final straw to break the raging bull's back came after the 2002 season when losing to the Tampa Buccaneers in Superbowl XXXII. This marked a major super cycle downturn in social mood throughout the organization and landed the Raiders into a long-term decline of social mood. Throughout this phase of collapse we can feasibly consider how the prevailing negative mood forced the liquidation of various coaches (1 every 1.57 years), and how so many high draft picks went bust. As depicted in Figures 3-4 the decline was unstoppable during these attempts. Home stadium attendance declined by half since the Wave V top.

Even big player trades and salary spending ended in failures. According to CBSsports.com "In response to a 4-12 season in 2007, the fifth straight year with double-digit losses, the Raiders engaged in an offseason spending spree. More than \$200 million worth of contracts were given mostly to players who ultimately wouldn't make much of an impact while in Oakland. " <http://www.cbssports.com/nfl/eye-on-football/22278358/agents-take-examining-what-went-wrong-with-the-oakland-raiders> A panic of this degree certainly proved all efforts were futile.



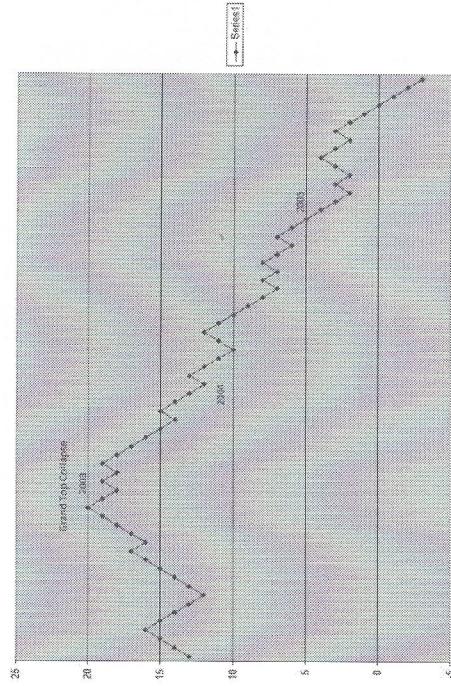
**Figure 4**  
*Oakland Raiders Payroll Spending*

Observe in Figure 4 how an attempt to 'buy their way out' escalated as WAVE III progressed. Spending nearly doubled since the 2002 Top and climaxed into 2008/2009 as further negative mood and frustration crippled the decision making of the organization.

### **WAVE I (2003-2008):**

After the final B-WAVE rally extends the reverse triangle to 140 (noted in Figure 1), the power of Wave III soon commences with a result of approximately 55 games cumulatively lost in a sharp 7 year decline. See Figure 4.





**Figure 4**  
*Oakland Raiders 2003-2005 (win/loss production)*  
*Grand Super Cycle Top*  
*Week To Week Win/Loss Productivity*

## ATTENDANCE – PUBLIC SUPPORT WANES

According to statista.com, from 2008-2013, the average home attendance was 52,000. Despite there being less seating in the Oakland Stadium versus the Los Angeles Coliseum, the damage of Wave III (down) still proves less public participation with half of the attendance seen at the Top of Wave V.

<http://www.statista.com/statistics/250076/average-home-attendance-of-the-oakland-raiders/>

## WAVE III – US VERSUS US– SOCIAL UNREST EXPLODES – POLARIZATION

CLASHES WITHIN ORGANIZATION are to be noted during the decline as player and coaching clashes culminate in separatist

movements and resolve with coaching changes(7 in 11 years), as players seek to defect and internal rifts manifest. The polarizations extend even to fan unrest as record low attendance prove how fans separate from the organization. The negative mood during the reverse triangle “Us versus Them,” soon becomes “Us versus Us,” as the common foe is lost sight of, and internal successions explode with coach firings, assault and battery between coaching staff (<http://www.nydailynews.com/sports/football/source-raiders-coach-tom-cable-tells-randy-hanson-kill-article-1.399772>)media explosions, and the musical chairs of controversy. Most recent to note, a Raider Cheerleader lawsuit hit the headlines in June 2014 alleging the Raiders were involved in wage theft, another lawsuit claiming disrespect and poor pay ([http://www.slate.com/blogs/xx\\_factor/2014/07/02/nfl\\_cheerleader\\_1\\_awaits\\_oakland\\_raiders\\_agree\\_to\\_pay\\_cheerleaders\\_minimum.htm](http://www.slate.com/blogs/xx_factor/2014/07/02/nfl_cheerleader_1_awaits_oakland_raiders_agree_to_pay_cheerleaders_minimum.htm)) While some of this sentiment expressed reflects a greater bear market mood in general society, some components of these allegations are directly attacking the organization for personal encroachments.

In 2008, the prevailing negative mood culminates to a breaking point when Coach Kiffin *belligerently* acts to have the Raiders wear their dreaded ‘white’ uniform at home for the first time in team history. Al Davis fires Kiffin immediately after the game. Internal mood is clearly polarized within the organization when this *belligerent* act hits the headlines. In the press conference following the firing, Al Davis said, “I couldn’t go on much longer with the propaganda and lying for weeks, months and years and time...” This act occurred as Wave III unfolded in full-force. Al Davis went on to say in regards to his decision to fire the coach that Kiffin had said, “I can’t win with this team.” At this particular juncture it is clear that the common enemy is no longer *outside* of the organization but *within*, as negative mood expressions unfold in internal civil strife. Mr. Davis went on further to state, “The locker is a great locker



room when you're winning, and it's not a great locker room when you're losing. Sometimes you can hold it together when you're losing....He (Kiffin) wanted to fire everyone....I said give them a chance." It is very clear that at this juncture of the trend that the prevailing negative mood was in full control and resulted in finger pointing and social unrest. At this stage it appears, the owner was blaming the coach, and the coach was blaming the players.

Later, during a 2011 press conference owner Al Davis said in regards to his Coach Tom Cable being fired, "We had a turmoil in our coaching staff, Randy's jaw was broken...we had a spouse accuse the head coach of personal public relations that were not good. There were a lot of people in the Bay area who wanted me to take action...take action against the coach because he admittedly slapped his wife and the Randy Hansen matter. I made the point that there had been other people and other coaches who have left here and I HAVE GOTTEN TRASHED because they'd thought the other coaches were good people. We endured the public rag." These comments reflecting the public rag and getting trashed certainly contrast with the 1974 assignment of Al Davis as "NFL Executive of the Year," which occurred during the last point of recognition involving the Wave III uptrend. "We had been in turmoil for about a year or two after stuff came out. *I didn't think we needed another uproar* at this particular time. We obviously made a switch with defensive line coaches, and *that should have been a sign to you that they weren't happy* with what was going on..."

He even goes on to say, "*If we're going to compete we need a new stadium...* We need the fans. Someone said we have 22,000 fans...we're at the low end." This reflects the true failure of the final hope once reflected in the reverse triangular top.

During a January 18<sup>th</sup> 2011 Press Conference about 2008 long-term devoted player Shane Lechler pleading to depart the Raiders, Al Davis goes on to say, "He said publicly he wasn't coming back, *he*

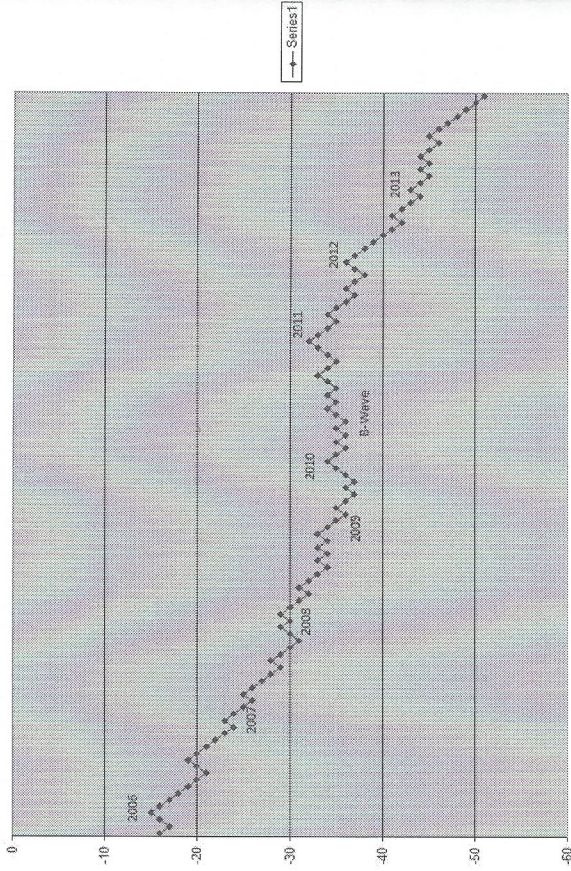
*didn't like it here.*" Clearly this shows the discontent of mood within the organization and players.

COUNTER TREND WAVE IV (?) Head Coach Hue Jackson is hired to replace Kiffin. His response on Jan 18 2011 to an interview on being hired reflects the Wave IV of hope stating, "I think our players today are very excited about where we are going. Winning on Sunday is...truly about team. It's a team as a football staff, and it's a team of its players." Initially the results go well, and through the course of the season owner Al Davis dies. Needing to win only their last game to finally earn an entry in the playoffs for the first time since Wave III ensued, they lose at home in miserable fashion. After finishing the season at 8-8 season, Coach Jackson is fired for blaming his players for the losing mood. He goes on to say to the press, "I'm pissed at my team. At some point in time as a group of men you go in the game and you can say whatever you want about the coaches, but you win the game. Here's your time to make some plays, I'm pissed at the team." Upset with further blame put on the players, Jackson is released by a new owner and general manager. According to Forbes, 2008 attendance was more than half of what it was at the Wave V top: "The stadium was far from overstocked last season as the Raiders had the NFL's lowest attendance at just 46,431 fans per game and had several games blacked out on local television."

#### WAVE IV? (2009-2011):

Following the firing of Kiffin, mood begins to improve in a counter-trend phase. Wave IV ensues in 2009 but is very modest, eventually fading away in 2011. Wave V begins in 2012, approximately 15 losses thus far, and should not exceed Wave III losses of approximately 55-60 games from 2003-2013. I'm inclined to believe with such fast destruction typical of 3<sup>rd</sup> Waves that the reverse triangular formation from the proposed Wave V (1984) Top from 1984-2002 was merely a longer B-Wave structure that resolved with Wave III, the strongest part of the decline.





**Figure 5** 2006-2013 Oakland Raiders B-Wave IV?  
Week To Week Win/Loss Productivity

## WAVE III DOWN: CONCLUDING OBSERVATIONS

The characteristics of this wave have clearly exhibited panic, impatience, confusion, recognition of the trend, declining attendance, and the erasure of all the previous Supercycle prevailing positive mood achievements, "Pride and Poise," "Commitment to Excellence," "We're the team of the Decades," and extraordinary Monday Night Records. Every bit of confidence was erased as the team that once boasted about having the best winning percentage in all of professional sports declined into the most losing football team of the decade leading into 2013. Since the 2002 season, only the Detroit Lions shared such misery. What was once positive media and league sentiment proved to unfold into extreme negative media sentiment (now having turned empathetic), low ticket prices, unfilled

seats. Since the 1984 top, the Raiders Monday Night record stands at 14-20. Trying to spend your way out, also has failed, not to mention retaining all of that talent once sought out. Trying to keep people even proved futile. According to CBSsports.com "The Raiders began the 2012 offseason with more than \$154 million committed toward the \$120.6 million salary cap, with little more than \$3 million of cap room to carry over from the 2011 season... The Raiders had the third-highest amount of dead money in 2012, which are cap charges for players no longer on the roster, at slightly over \$28 million."

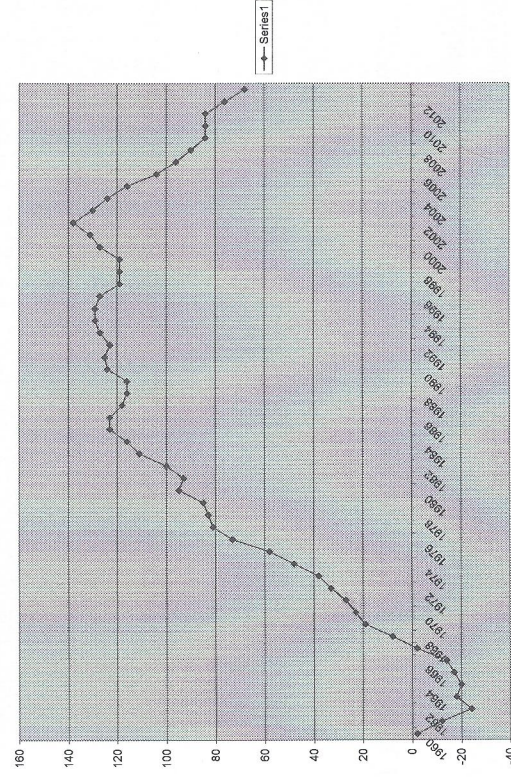
Also to note: The Raiders are now considered the least valuable franchise in football, mostly due in part to the destructive phase of Wave III: <http://sanfrancisco.cbslocal.com/2013/08/14/raiders-named-least-valuable-franchise-in-nfl-niners-at-number-10/>

## NEGATIVE SOCIAL MOOD – INTERNAL “NO HOPE, NO FUTURE” PESIMISSIM

2013, Raiders Petition the League for a new stadium that seats a measly 50,000 fans, hardly a reflection of positive social mood, especially since the heydays of Wave V when record attendance was being set year after year with well over 90,000 fans and over 50,000 prepaid commitments to season tickets. The old motives in proposing a move to a new stadium were once clearly *motivated* by strong *internal* demand for more seating dictated by exuberant confidence and prevailing positive mood (Wave III UP net 140 wins). But now with the petition for such a small stadium, the new motives reflect instead a need to survive. The psychology of previous greed and expansion has shifted to thrift and survival (post Wave III DOWN of 75 net losses). To the best of my knowledge, this is the smallest new stadium *ever proposed* in the league, and reflects a psychological outlook having the smallest expectations

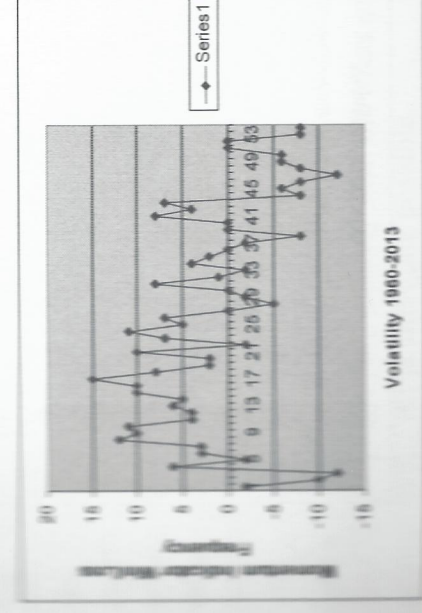


into the future as dictated solely by the organization's prevailing internal negative mood. According to Forbes.com: "The stadium would be the smallest in the league and would cost \$800 million to build." <http://www.forbes.com/teams/oakland-raiders/> According to statista.com, in 2013 the top team (Dallas) for attendance posted 704,345, in contrast with a Raider worst at 403,556. It now appears the Raiders are the least loved team in America. Could this mark the bottom of mood? <http://www.statista.com/statistics/249368/regular-season-home-attendance-of-nfl-teams/>



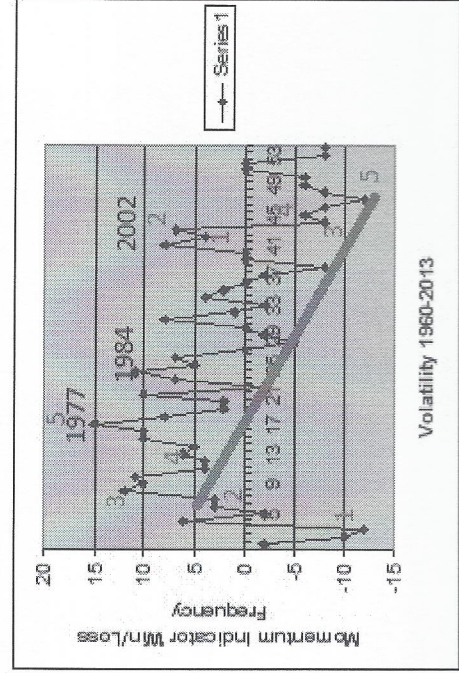
Clearly the organization is in 'survival' mode as would be expected after such a super cycle negative mood trend and also the destruction of Wave III. The erosion of confidence to such an extreme reflects how the organization has resorted to survival mode and self-preservation. Certainly wanting to have the smallest stadium after having the lowest attendance during the 2013 season (ranked worst in the league) is self-reflective negative psychology within the organization itself. When the internal social mood eventually does turn positive, a different crisis will hit the organization, that of not having enough seating.

I can't help but to wonder when the bottom carves its final pattern as the Raiders prepare to open their 2014 season with Superbowl sentiment at its lowest in Raider history (250-1 odds). This sentiment follows the team having posted 11 non-winning seasons in a row (contrasts with Wave III uptrend, 14 consecutive winning seasons). I must also wonder if after following such a sharp decline late last year that an early rally is to be expected early in the 2014 season. But will the rally ultimately resolve into another surprise reversal of hope, back down into a renewed spiral of despair? Will another wave unfold that delivers the final capitulation of current management and even perhaps ownership? Current General Manager is Reggie McKenzie and Dennis Allen, and the owner is Mark Davis. Certainly, most of the damage that can be done has been as is expected in a Wave III. Is it possible to postulate that the final bottom will usher in the final phase of new ownership, coaching, a new city, perhaps even new uniforms and management? Rumors are abound that another move back Los Angeles might be in the cards. <http://www.btimes.com/oakland-raiders-raiders-rumors-team-headed-back-to-incognito-jackson-carr-raiders-radar-1563319> Regardless, an eventual turnaround into a new positive mood trend will eventually manifest with the cycle resetting itself. The question still remains, when?





As can be seen in the Volatility chart above, the final peak of winning momentum coincided at the expiration of Wave III in 1977, roughly 17 years into the team's existence. The highs set in 1984 and 2002 failed to breach the peak levels and trended downward throughout the reverse triangular top formation. The 1984 level would be marked at year 24, and the 2002 level at year 42. Notice also how at the peak reached in 2002 (Year 42) a five wave pattern unfolded downward with Wave III of III being the strongest. Also notice those same dynamics in a clear five wave count during Wave III up towards the left. Part of the reason I suspect the collapse from 2002 marked a Wave III decline is due to the action in this chart in conjunction with the events noted earlier. During the reverse triangular top from 1984, notice also how as the triangle formed, the declining mood is reflected by the slowing of the winning momentum, each wave following a sequence of lower highs and lower lows until the final B-Thrust arrives. In the chart below, these observations will manifest more clearly.



## MUSINGS AND MATHEMATICS, POSTULATIONS AND PLOTS

If applying a Fibonacci 55 years since the positive mood trend began in 1963, a projected bottom might arrive in 2018. If this plays itself out, this projection suggests another 4-5 years of turbulence and completion of the Wave Structure.

Thus far, the Raiders have experienced approximately a 49% retracement since the 140 level nominal psychological high. If productivity were to retrace to the .618 level from the nominal psychological high of 140, this would project a bottom at the 53 level (currently at 65). If they were to retrace .618 of the entire advance (164 cumulative wins) from the 1962 bottom, we would expect a bottom at 62 (close to where we stand now).

**Time Sequencing:** My proposed period of the positive trend involving Wave I-Wave V (up) was 1963-1984, 21 years (a Fibonacci number). The period of the diagonal top was 1984-2002, 18 years, and the current decline is 2003-..., currently at 11 years. Could the negative mood ultimately extend to the Fibonacci number of 13 years? If so, then a bottom might come in 2016. The

organization itself has existed for 55 years (1959-2014). Wave III down lasted 7 years, Wave IV down lasted 3 fib years, and Wave V currently stands at 2 years down. In terms of time, if Wave V is to be shorter than Wave III, then a final low should be expected no later than 2017. If 1984 was truly the top of Wave V, then we might expect a bottom at the Fib of 34 years in 2018. If the top of Wave V was seen in 2002, then the entire advance would have lasted 39 years, and .618 of that would be 24 years down, projecting a bottom in 2026, which seems unlikely with the mass scale of damage already done, but is still quite possible.



I still do believe Wave V culminated earlier (ala, like the Dow Jones/Inflation adjusted in 2000) in 1984 with 125 total wins and that a nominal psychological high was reached 18 years later at 140, *a nominal psychological high being non-reflective of true mood and* resulting in a Wave I/II reverse diagonal triangle (*declining mood*) A-B-C structure, mostly due to the underlying negative psychological progression during the reverse diagonal triangle.

## CURRENT CONJECTURE

Looking into the 2014 season, on the basis of the current chart with mood having surpassed the Point of Recognition, and trend still clearly down, it is feasible to expect an early rally to manifest. But will it bring a stronger more sustained presence, or will it just be another wave of hope ready to fail sometime in the coming year(s)? It does seem from the Volatility chart that Wave III is confirmed to have occurred, this being the case, then the worst has already happened, and we need to wait and watch until Wave V completes to finally call the bottom.

Longer-term, all eyes must shift to the structure yet to unfold and complete as at some point a new positive mood cycle will be set to resume, quite possibly with extreme events involving new ownership, coaching, general management and perhaps even a new city relocation, or perhaps a new jersey uniform/and or name to reflect the final major change in mood and jump to a new city. Or maybe the trend itself won't need of those changes to manifest, but will have reversed later in such a way less drastic that will be quite historic for further studies.

## PROPOSED SPORTS TEAM NEXT TO BE IN CASE STUDY:

The Pittsburgh Steelers appear to be reaching the peak of a Wave V advance. It is quite possible that an initial wave down could

immediately commence. Will the 2014/2015 season be one where we should expect a losing season as mood begins to wane? The Steelers currently stand at odds of 33-1 to win the 2015 Superbowl.

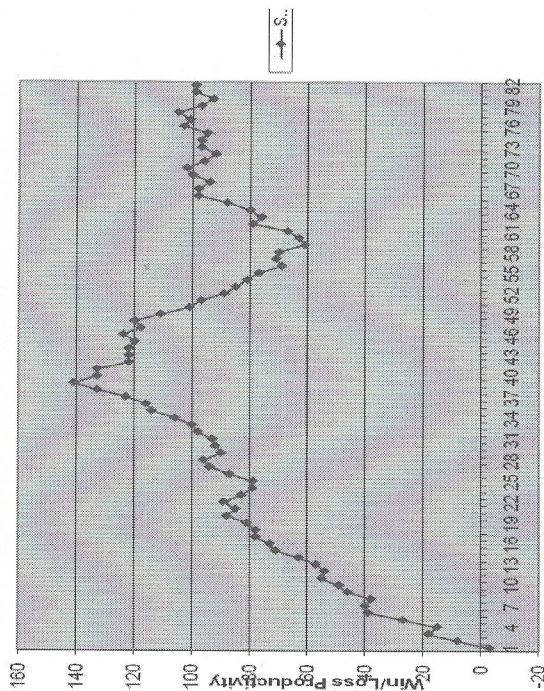


Figure 6 Pittsburgh Steelers WIN/LOSS Output (Yearly)

Are the Steelers about to follow the Raider's post their Wave V Top? Are they also going to follow the way of NY Giants post their Wave V top listed below in Figure 7? Time will tell. Surely this 2014 season will show any first cracks in the top if losing unfolds. Also note in the chart below how the NY Giants topped out at the same 140 level the Raiders did, and the retracement ultimately ended at the 60 level.



Ny Giants



**Figure 7**  
NY Giants WIN/LOSS Output  
(since their inception 82 years)

*NOTE: It does appear the NY Giants retraced approximately .59 (almost .618) of their bull market move during the five wave decline in Figure 7. If the Oakland Raiders are to do this, we would expect the final low to land somewhere around 62 at the final low. They are currently around the 65 level, and rather close to that low.*

#### RAIDERS CASE STUDY OF INTERNAL MOOD REFLECTED IN COACHING CHANGES, INDICATOR OF CONFIDENCE/PESSIMISM

##### POSITIVE MOOD TREND COACHES OF HIGH PRAISE SENTIMENT (4

Coaches in 24 years during Positive Mood Uptrend, 1 change every 6 years):

Al Davis 1963-1965

John Rauch 1966-1968

John Madden 1969-1978

Tom Flores 1979-1987

REVERSE DIAGNAL TOP COACHES (5 coaching changes in 15 years, instability of coaching intensifies as internal mood reverses, 1 change every 3 years, degree intensifies):

Mike Shanahan 1988-1989

Art Shell 1989-1994

Mike White 1995-1996

Joe Bugel 1997

Jon Gruden 1998-2001

NEGATIVE MOOD TREND COACHES (7 Changes in 11 years during Mood Decline, 1 change every 1.57 years):

Bill Callahan 2002-2003

Nary Turner 2004-2005

Art Shell 2006 (Reflects a pull back to old era mood, grasping at straws in Mood Decline, rehiring of old coach in reverse triangular top, effort failed with a 2-14 finish and Art Shell's firing)

Lane Kiffin 2007-2008

Tom Cable 2008-2010

Hue Jackson 2011

Dennis Allen 2012-???



## **CONCLUDING COMMENTS:**

Interim Update: September 30<sup>th</sup> 2014

Upon the firing of Coach Allen of the Oakland Raiders (0-4) late yesterday, this report now takes a firm stance that the final throes of the long-term bearish mood defining Wave V of the Raiders is well underway into the last capitulation phase of the definitive negative mood plaguing this organization. Inspired by the studies and philosophies of Elliot Wave Theory by Robert Prechter of Elliot Wave International, this report solely and without any other external influence or opinion firmly believes that although no firm bottom is yet in sight according to the Wave Count in the Social Mood Fractal, a final bottom will begin to unfold for the Raiders and *most likely* will end the downtrend according to my Fibonacci yearly projections presented.

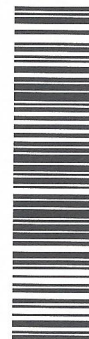
In other words, these final thrustful events *occurring now* in the throes of Wave V for the Raiders will carve out the final changes needed to end the negative mood trend. These changes may take several more years and with further win/loss volatility and may even bring about further radical movements such as capitulation of ownership, team jersey designs, departures of other coaches and management, team relocation, until finally the mood has reversed to *positive* and is reflected in the win/loss columns. Such capitulations are typical of Wave V events and have been so in this special case study presented in this initial research report.

Whatever series of events unfold during these changes, no matter how long the time period it takes to end and no matter how further steep the win/loss volatility, one should expect a long-term bottom to begin forming, a bottom which will provide a mathematical confirmation to the eventual birth of a primary Wave I in collective organizational Raider mood. By the time this future positive trend occurs, although it is unlikely that *they* will be called the *Oakland Raiders*, it'll still be the Raiders. *According to my studies and interpretations of the human social mood fractal, this*

*eventual major coming shift in Raider social mood from negative to positive will likely produce a major multi-decade shift back to winning and shock all of the pessimists until no critic or doubts exist about the worst being left behind in a future time period until yet again public euphoria reaches unprecedented extremes. Just like the United States once suffered such darkness and despair and confusion through the depths of the Great Depression, yet rose from the ashes through great struggle and adjustment, the Raider organization too is about to achieve the same. I'm sure there is no one that will agree with this opinion based on these studies, since endogenous and exogenous sentiment is at levels rarely ever since in such a sports organization, not unless it is a precious few within the Socionomics Institute (and I don't know if even they agree) who have reviewed and responded with interest to this report. Make no mistake about it, the reflections of this report do not reflect any opinions of the Institute. If I took a guess, I might say that in plotting this team with mathematics, it is most likely 1932 for the Raiders if they were to be compared to the Dow Jones of those troubled times already having passed. Such are the cycles inherent in human social mood design, I do firmly believe, to encourage lessons from mistakes and failures, and grant unforeseen rewards and successes if the right changes are made and built upon reinforcing adjustments to such events. — Peter S. Fogg*



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## Sports Fractal Theorist "Oakland Raiders" Issue #1

"Sports Fractal Theorist" is a groundbreaking newsletter with unique psychological perspectives and original scientific studies which postulate the relationships between trending social mood in professional sports organizations and their productive performances. It is a newsletter which will intrigue academics, psychologists, scholars and sociologists, not to mention avid sports fans seeking the best explanations to their underlying team's trend.

This scientific newsletter is the very first of its kind with original concepts and mathematical formulas initially inspired by the editor's very own interest in the Socionomics and Elliot Wave Sciences.

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### *About the Author*

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*Peter Simon Fogg is a novelist, short story writer, newsletter editor and researcher who explores the dynamic challenges facing various fields of science, philosophy, sociology, psychology and socionomics. He lives in Hollywood, California.*

